

TEN YEARS OF MAZDA RX-7

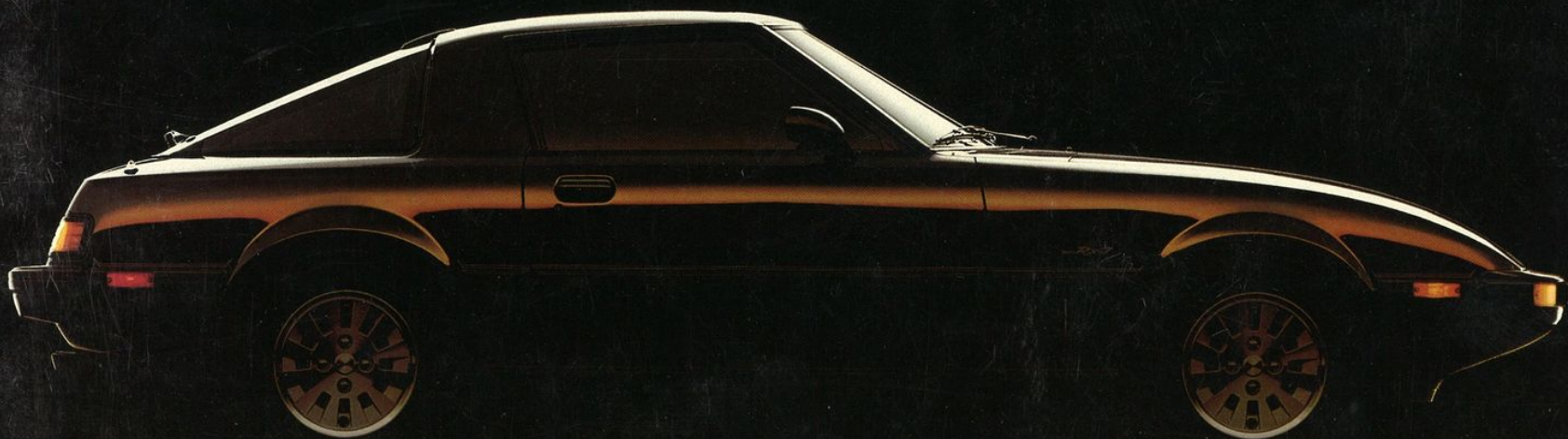
1978-1988



Think back a mere decade ago. The word was out: Mazda was bringing out a new "sports car." Hopes were high; hundreds of enthusiasts had placed hard-money deposits, sight unseen, in a blind faith that the new Mazda RX-7 would indeed live up to their expectations.

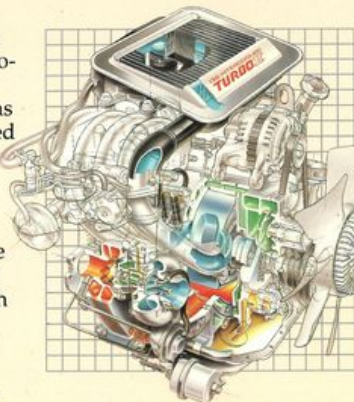
Meanwhile in Japan, a dedicated corps of RX-7 project engineers were no less anxious. They had placed their faith in the revolutionary rotary engine and had built a radically new sports car concept around it. RX-7 was not only a new car—it was an intense dedication to higher levels of driving satisfaction.

And today's RX-7 remains a sports car phenomenon unique in The Mazda Way.



Here is a milestone automobile. Not because of its exclusive monochromatic crystal-white finish, black leather interior, medallions and ignition key. Mazda's limited edition 10th Anniversary RX-7 is a significant moment in sports-car history. And fifteen hundred enthusiasts will indulge themselves in the quintessential road machine which has made a major impact upon automotive standards in America.

Mazda's original RX-7 was driving excitement in 1978. The 10th Anniversary RX-7 stands the same a decade later. Its turbo-charged 13B rotary engine



generates unique supercharging effects which boost its output to 182 hp at 6500 rpm and 183 lbs.-ft. of torque at 3500 rpm. Zero-to-60

is a scalding 6.7 seconds; its standing quarter-mile is a brisk 15.2 seconds. Yet the numbers pale into insignificance when you feel the rush of RX-7 Turbo rotary power propelling you into an exalted sensation of pure sports-car euphoria.

Still, our second-generation RX-7 is not about power alone—it is a genuine sports car, which means it must provide spectacular handling and roadability to interact with its momentum capabilities. So it was that ingenious Mazda engineers invented a Dynamic Tracking



Suspension System—the first rear suspension to actually help steer you through curves and corners, automatically providing toe-in or toe-out to best aid your command of the road in any maneuver.

Its litany of exotic mechanics continues with racing type 4-wheel disc brakes, special 5-speed overdrive transmission, low-profile high-performance rubber on 16-inch alloy wheels, limited-slip differential, power steering and specially tuned suspension. Also included are a rear spoiler and front air dam. Special commemorative touches are the



monochromatic look extending to the wheels, bronze medallions and bronze tinted window glass.

Inside, more special touches: rich black leather upholstery and steering wheel and genuine MOMO shifter and boot. In addition, of course, to power controls for sunroof, windows, door locks and side mirrors. Plus a premium

driving to a new level of interaction of man and machine.

The 10th Anniversary Limited Edition Mazda RX-7—it's not for everybody, because there aren't enough to go around. It is, however, the definitive statement in The Mazda Way about what a sports car can be and should do.



THE LIMITED EDITION 10TH ANNIVERSARY RX-7: COMMEMORATING A DECADE OF LEGENDARY RX-7s.



MAZDA'S ROTARY ENGINES AND RX-7s: A DECADE OF ENTHUSIASTS' DREAMS COME TRUE.

Mazda's unique rotary engine was the key to a unique sports-car concept. Its compact size allowed a position behind the front wheels for near-perfect 50-50 weight distribution. Its high power-to-weight ratio and amazing acceleration promised true sports-car performance.

1978: April—Mazda dealers introduce the 1979 Mazda RX-7, most of them without an RX-7 to display. Enthusiast magazines hail it as an instant classic, sports-car aficionados placed hundreds of deposits sight unseen.

- One of *Road & Track's* "Ten Best Cars for a Changed World" . . . "far and away the best in its class . . . an enthusiast's dream come true."
- RX-7 Club of America organized in late 1978, forerunner of the largest corps of sports-car loyalists in the world.
- RX-7 specially prepared by Racing Beat sets new Class E Grand Touring land-speed record of 183.904 mph at Bonneville Salt Flats in Utah.

1979: Two factory sponsored RX-7s enter the IMSA GTU class of the Twenty-Four Hours of Daytona and flabbergast the racing world by finishing 1-2 in class, 5th and 6th overall in an endurance run in which 46 of 68 starters failed to finish. The RX-7 legend is born.

- *Car and Driver's* "Most Significant Import Car of the Year" by a wide margin; *Road Test* magazine's Outstanding Sports Car of 1979.

1980: RX-7 and its rotary engine prove their mettle with 1st IMSA GTU season championship.

- *Popular Mechanics* poll of original RX-7 owners after two years reflects high approval and loyalty—over 87% would buy RX-7 again.
- Over 100,000 RX-7 owners registered by model year end; RX-7 now best-selling two seat sports car in America.

1981: RX-7 one of *Road & Track's* "Ten Best Cars for the Eighties."

- New top-of-the-line RX-7 GSL introduced.
- RX-7 scores new racing successes: 2nd IMSA GTU season championship . . . SCCA PRO Rally road racing title won by Rod Millen . . . season championships in class in Britain and Belgium . . . overall winner in world-famous Spa-Francorchamps 24-hour endurance race.

1982: IMSA GTU season championship Number 3.

- SCCA class champion.
- New 13B rotary powered RX-7 finishes first in GTO class in the Twenty-Four Hours of Daytona against far higher-powered competition.

1983: Dual GTU and GTO IMSA class wins in the Twenty-Four Hours of Daytona . . . IMSA GTU season championship Number 4.

- SCCA class champion.
- 250,000 RX-7s in America by end of '83 model year.

1984: IMSA GTU season championship Number 5.

- 13B rotary powered RX-7 enters first season competition in IMSA GTO class.

- Mazda Lola T616 takes Group C2 win in Le Mans 24-hour endurance race.
- New GSL-SE RX-7 brings the 13B rotary engine to American enthusiasts.

1985: IMSA GTU season championship Number 6.

- RX-7 scores 67th GTU win to surpass Porsche Carrera RSR and become the winningest single model in IMSA history.
- First-generation RX-7 production ends—377,878 units produced.

1986: Second-generation RX-7 introduced; new technical advances include 13B rotary for all models, revolutionary Dynamic Tracking Suspension System . . . RX-7 Turbo is *Motor Trend's* Import Car of the Year.



- RX-7 wins IMSA GTU season championship Number 7.
- Racing Beat-prepared RX-7 Turbo sets C/Grand Touring land-speed record of 238.442 mph at the Bonneville Salt Flats in Utah.

1987: IMSA GTU season championship Number 8.

- New three-rotor engine RX-7 enters IMSA GTO class.
- Three-rotor Mazda 757 is 7th overall in Le Mans 24-hour race, best ever by any Japanese entry.

1988: Long-awaited RX-7 Convertible sports car introduced.

- 10th Anniversary RX-7 Turbo arrives—the legend lives on.

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